

Name: \_\_\_\_\_ Date: \_\_\_\_\_

1. The categorical pattern of speech organization works for value claims when the audience already understands each point's relevance to the topic.  
A) True  
B) False
  
2. In a persuasive speech, a policy claim is a call for action.  
A) True  
B) False
  
3. The problem-cause-solution pattern of speech organization is particularly helpful for speakers seeking to ask an audience to support a policy change by an organization or institution.  
A) True  
B) False
  
4. As a speech organization pattern, the comparative advantage format is used most often when there is a glaring problem or issue at stake.  
A) True  
B) False
  
5. Persuasion is most effective when listeners understand how a speech's topic benefits them.  
A) True  
B) False
  
6. It is easier for people to agree on value claims than on fact claims.  
A) True  
B) False
  
7. The most basic human needs are related to safety, things such as economic security and protection from danger.  
A) True  
B) False
  
8. Ethical speakers sometimes manipulate their listeners into agreement.  
A) True  
B) False

9. Causal, comparison, and categorical patterns help organize fact claims in persuasive speeches.
- A) True
  - B) False
10. Policy claims advocate change or strengthening of fundamental religious or philosophical beliefs.
- A) True
  - B) False
11. When persuasive speakers face audience members who already agree with their perspectives, those speakers should try to:
- A) change the main points of their presentations
  - B) convince audience members to bring friends
  - C) strengthen listeners' commitment to their perspectives
  - D) take additional time for questions and answers
  - E) weaken listeners' commitment to their perspectives
12. Aristotle wrote that rhetoricians should:
- A) do things systematically because disorder is our worst enemy
  - B) emphasize stathos and stratigos in persuasive messages
  - C) observe the available means of persuasion
  - D) practice, practice, practice
  - E) remember that the evil plan is most harmful to the planner
13. A speaker has the best chance of persuading listeners properly when:
- A) listeners have already experienced the boomerang effect
  - B) material in the speech presents a one-sided argument
  - C) the speech is read word-for-word off PowerPoint slides
  - D) the topic is in the latitude of acceptance and listener feelings are weak
  - E) the topic is in the latitude of rejection and listener feelings are strong
14. On Maslow's hierarchy of needs, which of the following are the most basic needs?
- A) physiological
  - B) safety
  - C) self-actualization
  - D) self-esteem
  - E) social

15. Which of the following is most likely to give rise to a person's core beliefs?
- A) book passage
  - B) cultural values learned early in life
  - C) news report
  - D) political speech
  - E) statement by a religious leader
16. In a persuasive speech, which of the following patterns is appropriate for organizing fact claims?
- A) causal
  - B) comparative advantage
  - C) criteria-application
  - D) motivated sequence
  - E) problem-cause-solution
17. In persuasive speaking, a motivated sequence aims to establish all of the following main points except:
- A) action
  - B) attention
  - C) need
  - D) satisfaction
  - E) validation
18. The question "Do first-person-shooter video games cause players to commit violent crimes?" illustrates what type of persuasive speech claim?
- A) fact
  - B) latent
  - C) policy
  - D) rhetoric
  - E) value
19. Effective persuasive speeches do all of the following except:
- A) advocate value claims
  - B) attempt to influence listeners
  - C) establish policy claims
  - D) make acting undesirable
  - E) use strategic discourse

20. Which of the following is not an example of a value guiding people's judgments and actions?
- A) equality
  - B) freedom
  - C) happiness
  - D) peace
  - E) technology
21. Speakers who advocate that organizations, institutions, or audience members take action make \_\_\_\_\_ claims.
22. When audience members can support a high number of positions on an issue, those members are said to have a wide latitude of \_\_\_\_\_ .
23. Maslow's hierarchy of \_\_\_\_\_ , which classifies the human desires and feelings that must be satisfied, has five levels, ranging from physiological at the bottom, or most basic, to self-actualization at the top.
24. The “core conceptions” of what is desirable for their own lives and for society—things such as honesty, equality, and security—are the \_\_\_\_\_ that drive people's judgments and actions.
25. When speakers use \_\_\_\_\_ - \_\_\_\_\_ arguments, they acknowledge the arguments against their theses and then use evidence and reasoning to refute those arguments.
26. \_\_\_\_\_ beliefs, which are particularly immune to persuasion, are viewpoints people hold closely, often for many years.
27. A speaker who delivers a(n) \_\_\_\_\_ speech attempts to influence an audience's beliefs, attitudes, or actions.
28. Often used with policy claims in persuasive speeches, a(n) \_\_\_\_\_ sequence aims to establish five points, starting with attention and ending with action.
29. \_\_\_\_\_ claims—such as “Physician-assisted suicide is immoral”—attach judgments such as “good” or “bad” to statements.

30. A statement such as “The 1996 federal welfare reform law decreased poverty in America,” which is debatable and can be argued to be either true or false, constitutes a(n) \_\_\_\_\_ claim.

## Answer Key

1. A
2. A
3. A
4. B
5. A
6. B
7. B
8. B
9. A
10. B
11. C
12. C
13. D
14. A
15. B
16. A
17. E
18. A
19. D
20. E
21. policy
22. acceptance
23. needs
24. values
25. two-sided
26. Core
27. persuasive
28. motivated
29. Value
30. fact